

## CLID Routing

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Last quarter we implemented a small call center serving regional doctors, hospitals and clinics. Replacing their previous system, we opted instead to install a hybrid IP-PBX with the call center option.



Within the week we collected enough call data to learn how to get the queue to minimal levels and route customers directly to the agent servicing these specialized accounts.

Caller-ID routing or Caller-ID based routing isn't new. It's likely an under utilized feature that can have positive impact on the call outcome in call centers. Let me step back a bit.

Call Outcome? Borrowing from some research on international call centers "**Why Call Centers Fail,**" by Niels Kjellerup, Editor & Senior Partner of **Resource International**- I found that **call outcome metrics** are more important unlike the traditional metrics used by management to keep call center costs in line.

Using a feature such as Caller -ID routing is only a limitation to the system's database size and to each call-whether or not Caller-ID information is received. We obtained the lines used for direct outward dialing from the regional sites and keyed them into the database and matched them to the agent group. Now, when these callers from these sites dial the customers number- they bypass the automated attendant and route directly to the agent handling their account. Savings in call processing time arguably is anywhere from 5-10 seconds per call. The added value is how the customers feel about the technology. In this case- they are extremely satisfied with the new method. These callers avoid the queue and automated attendant all together. The ripple effect is we free up resources used for delay announcements and reduce call handling time and can easily manage the solution.

To sell the idea, I simply set my cell phone to ring only the Director of Finance whenever I called the customer offices from my cell. After demonstrating the feature to her and the staff- it was a win-win solution that they all recognized as beneficial to them and to their customers. A month later the statistics show the improvements.

The magic is simply in understanding. IF you are in business and you have telephones then your company or organization is a call center. IF you fail to recognize that you are a call center then you have failed to effectively deal with your customers and you will have ongoing problems. In my philosophy- every business is a call center. It is very telling whether or not you recognize this concept. How you measure or measured in the past your view of success in handling customers may need revisiting. How you treat your customers when they initially call in according to **Niels research**, does mean more than implementing big iron solutions such as IVR.

In plain speak- the telephone system is still your business front.

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